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# AFGHANISTAN

## PHOTO & CAPTION

### Taking the Message to Remote Areas



**Governors of three volatile districts along Afghanistan's border with Pakistan spoke to communities vulnerable to indoctrination by anti-government elements**

Governors of three volatile districts along Afghanistan's border with Pakistan visited the most remote areas and spoke to local communities about their concerns. The governors' visit to Khas Kunar, Marawara and Sarkani in Kunar province in the northeast of the country is part of an initiative by USAID's Office of Transition Initiatives. USAID launched the Afghanistan Stabilization Initiative-East (ASI-East) project in 2009 to support government in volatile regions where communities are vulnerable to indoctrination by anti-government elements.

The program facilitated the hiring of a strategic communications advisor and a communications assistant in three district centers in Kunar. The

communications professionals trained each district governor's staff on how to develop outreach messaging and engage with communities better and in a timely fashion. The governors will work with a media company to produce public service messages on community issues for radio.

ASI-East has found that outreach training enables district government to address issues of local concern more effectively, which reduces people's feelings of alienation.